

Passing Resolutions and Holding Dinners Do Not Bring the Business

Mr. Frank L. Coes, President of the Coes Wrench Company, Worcester, Mass., has some rather vigorous opinions about big dinners, trade association meetings and concerted efforts to get business.

With all that he says we cannot perhaps agree.

But there is much sound common-sense in a recent article by him in "Printers' Ink," and much that may be applicable to the present movement in Philadelphia.

Speaking of some of the well-known manufacturers of this country, he says:

They have won because they have quality and the goods are made household words by intelligent, persistent advertising. All of this "gab gab" in trade associations, in my opinion, is simply a waste of time.

Be at the head of your own business; put the punch in that; keep after the business 23 hours and 59 minutes out of every 24 hours; put push back of it. If you need foreign markets, study the methods of doing business in foreign markets. Be sure to make what the fellow in your market wants; put your own brand on it; advertise that brand. A great many people believe that going to an association meeting and having a big dinner, making a motion that the moon is made out of green cheese, having it seconded and carried by a unanimous vote make the moon green cheese, but they don't. All the resolving and meeting of mutual admiration societies don't bring the business.

Push, energy, go after it, being on the job, attending to your own business and liberal advertising of a good article, whether made in America or Timbuctoo, are the only things that will bring success.

The consuming public does not care about the origin of the product, provided it is as good as the public is used to having for the money. Sales are merely a matter of education, always providing the goods bear out the promises made and equal the goods they are sold to replace.

I view the "Made in U. S. A." cult as a very serious matter, and I consider it so serious that I frankly hope that you will use every effort to show its fallacy. I hope you will land in time to stop the loss of the money and effort to manufacturers and dealers that should be put into legitimate selling campaigns.

What this man says about the "Made in U. S. A." movement may be said about the "Made in Philadelphia" movement unless care is taken.

Legitimate selling campaigns made by individual manufacturers must always be the foundation of such a movement.

If we had in Philadelphia twenty big national advertisers, we should not today be trying to make Philadelphia known as a great industrial city. It would already be known—made famous by its progressive manufacturers.

There are a hundred great manufacturers in Philadelphia today who ought to be advertising their goods nationally.

If they were doing so, they would not only be making their own business greater, but they would be making Philadelphia greater.

Then a slogan might have real value, both to these established firms and to other manufacturers in the city.

The first thing to be done is for *individual* manufacturers to go out and build their *own* reputations. National advertising offers the quickest, surest and most profitable way.

The Ladies' Home Journal The Saturday Evening Post The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA